

THE POSITION OF REGIONAL BRANDING IN THE SYSTEM OF MANAGEMENT OF REGIONAL DEVELOPMENT OF RUSSIAN FEDERATION

Viktoriia Tsymbal

**Graduate South-Russian Institute of Management, branch of Russian Academy of national
Economy and Public Administration**

Abstract. The article is devoted to questions of regional development management in Russian Federation. The article examines the current characteristics and trends of regional development in Russia, the main strategic objectives, principles and instruments of regional development management. The author substantiates the necessity of introduction of new effective tools in regional development. The article gives the definition of regional branding and its role is reflected in the system of regional development management. Propose the main instruments of regional branding. Also consider the Russian examples of regional branding. The article includes the main prospects of development and problems of formation of regional branding in Russia.

Keywords: region; regional development; governance; regional development; regional development; regional marketing and branding

JEL codes: R11; R19.

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Contact

Viktoriiia Tsymbal

The Russian Academy of national Economy and Public Administration

Lenina st. 113/1, apt. 5, 344038, Rostov-on-Don, Russian Federation

rogovskay24@mail.ru